

1 of 5

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

BERKLEY FOR SENATE -30S WEEK 3 SC=

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	430A-459A	NEWS	:30	\$50.00	10/16-10/19	4	1	4	\$200.00	
		Buyline Comment: NEWS										
	2	M	430A-459A	NEWS	:30	\$50.00	10/22-10/22	1	1	1	\$50.00	
		Buyline Comment: NEWS										
	3	M	5A-6A	NEWS	:30	\$200.00	10/22-10/22	1	1	1	\$200.00	
		Buyline Comment: NEWS										
	4	TU-F	5A-6A	NEWS	:30	\$200.00	10/16-10/19	4	1	4	\$800.00	
		Buyline Comment: NEWS										
	5	TU-F	6A-7A	NEWS	:30	\$300.00	10/16-10/19	8	1	8	\$2,400.00	
		Buyline Comment: NEWS										
	6	M	6A-7A	NEWS	:30	\$300.00	10/22-10/22	2	1	2	\$600.00	
		Buyline Comment: NEWS										
	7	M	7A-9A	TODAY SHOW	:30	\$400.00	10/22-10/22	3	1	3	\$1,200.00	
		Buyline Comment: TODAY SHOW										
	8	TU-F	7A-9A	TODAY SHOW	:30	\$400.00	10/16-10/19	12	1	12	\$4,800.00	
		Buyline Comment: TODAY SHOW										
	9	TU-F	12P-1230P	NEWS	:30	\$175.00	10/16-10/19	4	1	4	\$700.00	
		Buyline Comment: NEWS										
	10	M	12P-1230P	NEWS	:30	\$175.00	10/22-10/22	1	1	1	\$175.00	
		Buyline Comment: NEWS										

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () BERKLEY FOR SENATE
 Product BERKLEY FOR SENATE
 Estimate# 305
 Buyer MICHAEL DETTORRE
 Phone#
 Fax#
 Agency () SHORR,JOHNSON,MAGNUS
 1831 CHESTNUT ST. #602
 PHILADELPHIA, PA 19103
 Agency C/P1/P2/E //305
 Flight Dates 10/16/2012 - 10/22/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M	9A-10A	Buyline Comment: TODAY 2	:30	\$175.00	10/22-10/22	1	1	1	\$175.00	
	12	TU-F	9A-10A	Buyline Comment: TODAY 2	:30	\$175.00	10/16-10/19	4	1	4	\$700.00	
	13	TU-F	3P-4P	Buyline Comment: PHIL	:30	\$200.00	10/16-10/19	4	1	4	\$800.00	
	14	M	3P-4P	Buyline Comment: PHIL	:30	\$200.00	10/22-10/22	1	1	1	\$200.00	
	15	M	430P-5P	Buyline Comment: NEWS	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	16	TU-F	430P-5P	Buyline Comment: NEWS	:30	\$300.00	10/16-10/19	4	1	4	\$1,200.00	
	17	TU-F	4P-430P	Buyline Comment: NEWS	:30	\$300.00	10/16-10/19	4	1	4	\$1,200.00	
	18	M	4P-430P	Buyline Comment: NEWS	:30	\$300.00	10/22-10/22	1	1	1	\$300.00	
	19	M	5P-630P	Buyline Comment: NEWS	:30	\$450.00	10/22-10/22	2	1	2	\$900.00	
	20	TU-F	5P-630P	Buyline Comment: NEWS	:30	\$450.00	10/16-10/19	8	1	8	\$3,600.00	
	21	TU-F	730P-8P	Buyline Comment: FACE	:30	\$225.00	10/16-10/19	4	1	4	\$900.00	

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	22	M	730P-8P	FACE Buyline Comment: FACE	:30	\$225.00	10/22-10/22	1	1	1	\$225.00	
	23	SA	730P-8P	VEGAS INC Buyline Comment: VEGAS INC	:30	\$150.00	10/20-10/20	1	1	1	\$150.00	
	24	M	630P-730P	WHEEL Buyline Comment: JEP/WHEEL	:30	\$400.00	10/22-10/22	2	1	2	\$800.00	
	25	TU-F	630P-730P	WHEEL Buyline Comment: JEP/WHEEL	:30	\$400.00	10/16-10/19	8	1	8	\$3,200.00	
	26	SA	630P-730P	WHEEL Buyline Comment: JEP/WHEEL	:30	\$250.00	10/20-10/20	2	1	2	\$500.00	
	27	SU	830P-930P	NEWS IN PRIME AFTER NFL Buyline Comment: NEWS IN PRIME AFTER NFL	:30	\$600.00	10/21-10/21	1	1	1	\$600.00	
	28	F	9P-10P	GRIMM Buyline Comment: GRIMM	:30	\$1,000.00	10/19-10/19	1	1	1	\$1,000.00	
	29	F	8P-9P	COMM Buyline Comment: WHIT/COMM	:30	\$750.00	10/19-10/19	1	1	1	\$750.00	
	30	W	9P-10P	SVU Buyline Comment: SVU	:30	\$1,700.00	10/17-10/17	1	1	1	\$1,700.00	
	31	W	10P-11P	FIRE Buyline Comment: CHICAGO FIRE	:30	\$1,400.00	10/17-10/17	1	1	1	\$1,400.00	
	32	TU-F	1235A-135A	FALCON Buyline Comment: FALCON	:30	\$75.00	10/16-10/19	4	1	4	\$300.00	

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Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	1	\$75.00
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2	1	2	\$370.00
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8	1	\$1,480.00
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1	1	\$425.00
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1

2	1	2	\$450.00
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2	\$300.00
1	

2	1	2	\$700.00
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1	1	\$550.00
1	1	

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () BERKLEY FOR SENATE
 Product BERKLEY FOR SENATE
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---REPORT TOTALS---
 Report Totals: 123 / \$39,075.00

---SALES MONTHLY TOTALS---
 Oct 12: 123 / \$39,075.00
 Sales Totals: 123 / \$39,075.00
 Station Totals: 123 / \$39,075.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$195,375	CATV 0%	KBLR 0%	KINC 0%	KLAS 32%	KSNV 20%
		KTNV 21%	KTUD 0%	KVCW 1%	KVMY 1%	KVVU 25%
		XXXX 0%				

---COMPETITIVE COMMENTS---
 NEW ORDER
 EST SHARES
 Books NOV12
 Demos RA35+